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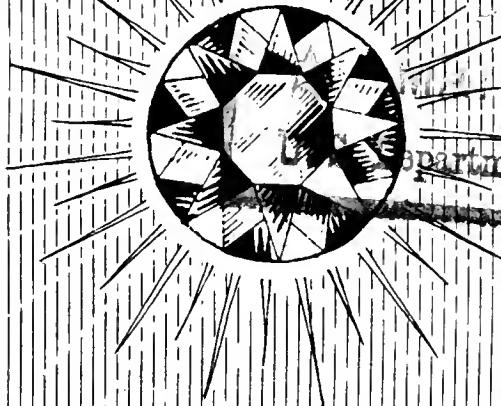
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PRICE LIST No. 72R

SEASON 1935-36

Camellias

Gems of Horticulture



1936

Department of Agriculture

JUST AS DIAMONDS
ARE OUTSTANDING
AMONG PRECIOUS STONES

Camellias are brilliant examples of the finest exotic Winter Flowering plants in commerce.

"LONGVIEW"
HOME OF ROBT. O. RUBEL, JR.



CRICHTON • ALABAMA



Bring Charm

to

Your Conservatory or Garden

If you wish to add glamour and enchantment to your conservatory or garden . . . if you wish to achieve the unusual in flower growing . . . you will be interested in Camellias . . . the most distinctive winter-blooming plants . . . bearing the swankiest flowers in commerce.

It can truthfully be said, Camellias are the masterpieces of floriculture . . . just as diamonds are outstanding among precious stones. Camellias are brilliant examples of the finest exotic winter-flowering plants . . . glinting Gems of Horticulture.

There is something thrilling about Camellia flowers . . . their alluring color tones . . . numerous forms and exciting individualities. They will prove to be your most prized conservatory or garden possessions . . . reborn aristocrats in the mode today among flower connoisseurs.

For sheer beauty, the wide range of colors, numerous forms and sizes of Camellia flowers will fulfill your every desire for winter-blooming plants.

Their ease of culture and florescence in a cool conservatory, or as a garden evergreen in mild-wintered sections of the South, makes it a delight to grow them.

The possession of good varieties of Camellias brings renewed enthusiasm each season they bloom. Seldom can an owner be persuaded to part with a "good" variety Camellia plant after owning one several years.

They are being grown in every smart collection of conservatory plants . . . and are found in Southern gardens where wealth and romance was the order of the day many decades ago.

Perhaps you did not know Camellias are the only species of ornamental plants increasing in value year after year, generation after generation. In fact your children's grandchildren will rejoice in your investment in Camellias . . . for Camellias grow old gracefully . . . becoming priceless heirlooms of the future 50, 75 and 150 years hence . . . having a heritage of their own to be treasured year after year . . . to bring sunshine in your life for your declining years.

While Camellias have always been the most expensive plants in commerce, it is a noteworthy fact, that those fortunate lovers of flowers with good taste, and the means to gratify it, are now growing Camellias.

Within the past five years \$100 to \$1000 was paid for many individual specimen Camellias, bought from old Southern gardens. In fact, high prices prevailed a century ago when small unrooted cuttings sold as high as \$25 each; and 90 years ago rooted cuttings of the genuine Mrs. Abby Wilder and Wilderii brought \$25 a pair.

But prices are now amazingly low for four- to ten-year-old blooming size plants. In fact, one should select Camellias at least five years old, since they should not be allowed to bloom

until this age. It even pays to secure older plants for perfection in the first crop of flowers. Then, too, older Camellias do not require as much detailed cultural attention as small, juvenile plants.

These old time favourites of Nobility, so popular during the Victorian period, have come back in vogue . . . for collecting Camellias has all the stimulus and thrill attaching to any other collecting hobby . . . and it has its substantial rewards.

Truly, the Camellia hobby brings an annual thrill during the bleak winter months. What a joyous moment when you discover the first flower of the season . . . and each succeeding Camellia flower adds more thrills . . . yes, hundreds and even thousands of thrills on the older plants.

Discriminating collectors and nurserymen from the Atlantic to the Pacific, from Hawaii, Australia, and far-away China, have found at "LONGVIEW" a reliable source of supply; because, against a background of tradition singular to Camellias alone, "LONGVIEW" offers plants of the finest varieties, true to description or name.

A visit to "LONGVIEW" when they are in bloom will convince any world-wide traveler that nowhere will one find so many distinct and unusual types of Camellias as grow here.

You may now buy one plant at a time or acquire a splendid collection containing a nucleus of many different forms and range of colors, blooming over a period of many months.

Such collections are obtainable at \$25 to \$500 or more, depending on the age, rarity of variety, and number of plants desired.

Frequently we are commissioned to execute orders for a stipulated sum, with instructions to use our judgment in selecting the varieties. Of course, better service can often be rendered if the customer will indicate his choice in colors, forms, natural period of bloom and size of plants desired.

The price asked for "LONGVIEW" Camellias sinks into insignificance compared with their potential value . . . the joy and the thrills you will get in growing these flowers of unsurpassed brilliancy and grandeur.

To buy "LONGVIEW" Camellias does not imply extravagance . . . for some day you'll buy Camellias. Why not get them now and enjoy the thrills of growing the most exquisite winter-blooming flowers in cultivation.

It is with assurance you can buy "LONGVIEW" Camellias, because each plant will be found true to description or horticultural name, well grown, free from insect pest, carefully packed without extra cost. Safe delivery by express to any part of the United States assured.

Of course, a complimentary illustrated bulletin on Camellia Culture accompanies each order. Extra copies fifty cents each, prepaid.

"LONGVIEW" Robt. O. Rubel, Jr., Proprietor
Crichton, Alabama, U.S.A.

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CUTHBERT, GA.—About six years ago I bought eight small Camellias from you. They proved to be the finest varieties I have in my extensive collection. A Thomasville nurseryman recently offered me \$200.00 for these eight Camellias, which I refused.



TEUTONIA, LOT 3

There are certain varieties of Camellias that have flowers expressing a rare charm and inbred quality of nobility not to be found in any other species.

In TEUTONIA, there is an expression of geometrical elegance, character of balance, and poise in formality.

The true Victorian ideals are represented here, in the highest type of Camellia development.

Its color, pure white, sometimes iridescent shell pink, and more often a delicate pink tint on a background of white, marks TEUTONIA as the very essence of beauty in rigid formality.

At every Camellia Show where TEUTONIA blossoms have been displayed, this variety captured the attention and wide spread interest of Camellia connoisseurs.

The self styled Camellia "experts" and even the judges did not believe a single plant could produce so many distinctly different color combinations on one horticultural variety.

Of all Camellias, TEUTONIA is the most enchanting . . . interesting . . . intriguing . . . and without doubt, represents the outstanding variety of regal dignity . . . the masterpiece of floriculture.

Blooms well in a uniformly cool greenhouse, during January and February. Only a few plants available.

8 yr. old, 9" Pot, 30-36" high, specimens ----- \$20.00

WILMINGTON, N. C.—The shipment of your fine Camellias arrived quite a while ago and are highly satisfactory.

"LONGVIEW" Robt. O. Rubel, Jr., CRICHTON, ALA.
Camellia Specialist

SEASON 1935-36 - PRICE LIST No. 72R
(Be sure to mention this number when ordering)

LOT 1, SARAH FROST (See catalogue for description)

5 yr. old, 1-Gal. Can, 18-24" high, branched	\$ 2.50
5 yr. old, 1-Gal. Can, 24-30" high, well branched	3.00
6 yr. old, 1-Gal. Can, 30-36" high, well branched	5.00
6 yr. old, 9" Pot, 30-36" high, well branched	5.50
8 yr. old, 9" Pot, 36-42" high, well branched	7.50

LOT 4, ALBA FIMBRIATA (See catalogue for description)

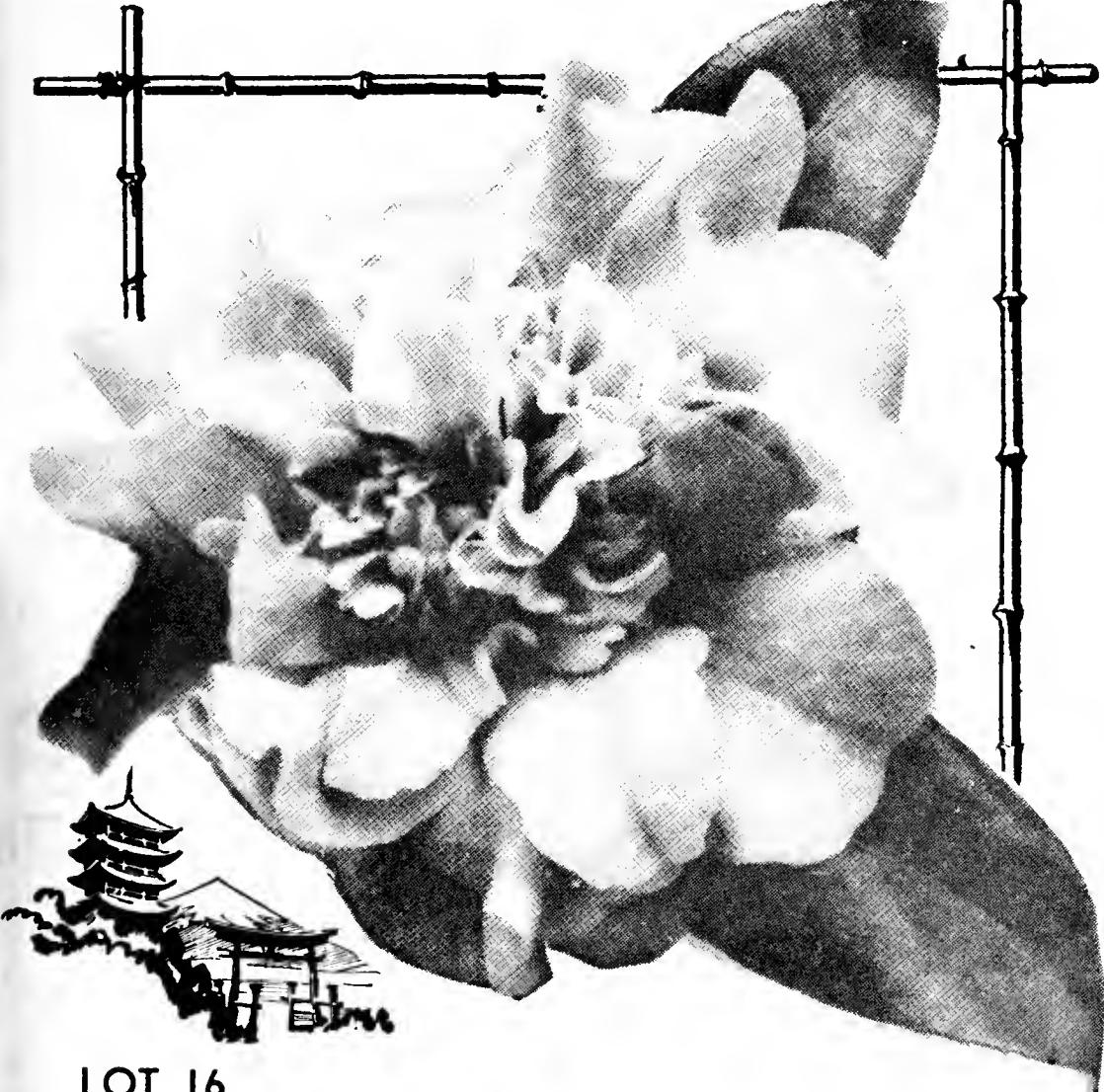
5 yr. old, 6" Pot, 30-36" high, branched	\$ 9.00
6 yr. old, 7" Pot, 36-42" high, well branched	10.00
8 yr. old, 9" Pot, 30-36" high, specimen	15.00

LOT 6, ALBA PLENA, (See catalogue for description)

3 yr. old, 4" Pot, 12-15" high, slightly branched	\$ 1.50
3 yr. old, 4" Pot, 15-18" high, slightly branched	2.00
5 yr. old, 1-Gal. Can, 24-30" high, branched	6.00
6 yr. old, 7" Pot, 30-36" high, well branched	9.00
7 yr. old, 9" Pot, 36-42" high, well branched	10.50
7 yr. old, 9" Pot, 42-48 high, well branched	12.00

LOT 9, CHANDLERII ELEGANS (See catalogue for description)

6 yr. old, 6" Pot, 14-18" high, well branched	\$ 3.50
7 yr. old, 7" Pot, 15-18" high, well branched	4.00
8 yr. old, 9" Pot, 24-30" high, well branched	10.00
8 yr. old, 9" Pot, 30-36" high, well branched	12.00



LOT 16

For sake of accuracy, we do not offer this Camellia under a horticultural name, for the reason it is known under many names at different nurseries. We have been unable to find an authority for any of the names quoted.

There is an enormous size plant on an estate near "Longview," at least 70 years old. It produces no less than 5000 blossoms each season.

There is character in this informal variety of Camellia.

The color of flowers can be changed from a deep crimson to a rose pink, by adjusting the acidity or alkalinity of the soil in which it is grown.

It is a unique variety, since individual flowers vary in form and structure, all of which are worthwhile cut flower varieties.

The parent plant, grown outdoors in the South, blooms from December through February, tolerating a wide fluctuation in temperature, with little injury to the flower buds.

LOT 16

6 yr. old, 7" Pot, 30-36" high, slightly branched	\$ 4.50
6 yr. old, 1-Gal. Can, 30-36" high, slightly branched	4.50
8 yr. old, 9" Pot, 30-36" high, well branched	9.00

GLEN ST. MARY, FLA.—The order of Camellias arrived yesterday, and we are very well satisfied with them.



For a novelty of regal beauty, grow a few of these variegated rose-pink and white Camellias.

The precise arrangements of the petals reflect the utmost dignity and atmosphere of refinement that appeals to those flower buyers who admire formality in character, with color variations, as portrayed in this Camellia.

It is generally admired and appreciated wherever the flowers are displayed, and will prove a valuable acquisition . . . a profit-maker for any florist having space available in a "cool" greenhouse.

Flowers full double, 2½ to 3½ inches across, compact habit of growth, very free blooming January thru March.

4 Yr. old, 5" Pot, 18-24" high, branched.....	\$ 3.00
4 Yr. old, 5" Pot, 24-30" high, branched and budded	3.50



LOT 10, ROSE PINK (See catalogue for description)

5 yr. old, 5" Pot, 24-30" high, slightly branched	\$ 3.00
5 yr. old, 5" Pot, 24-30" high, more character	3.25

LOT 14, ANNA ZUCCHINI (See catalogue for description)

5 yr. old, 5" Pot, 30-36" high, slightly branched	\$ 4.00
6 yr. old, 1-Gal. Can, 36-42" high, branched	6.00
8 yr. old, 8½" Pot, 36-42" high, branched	10.00

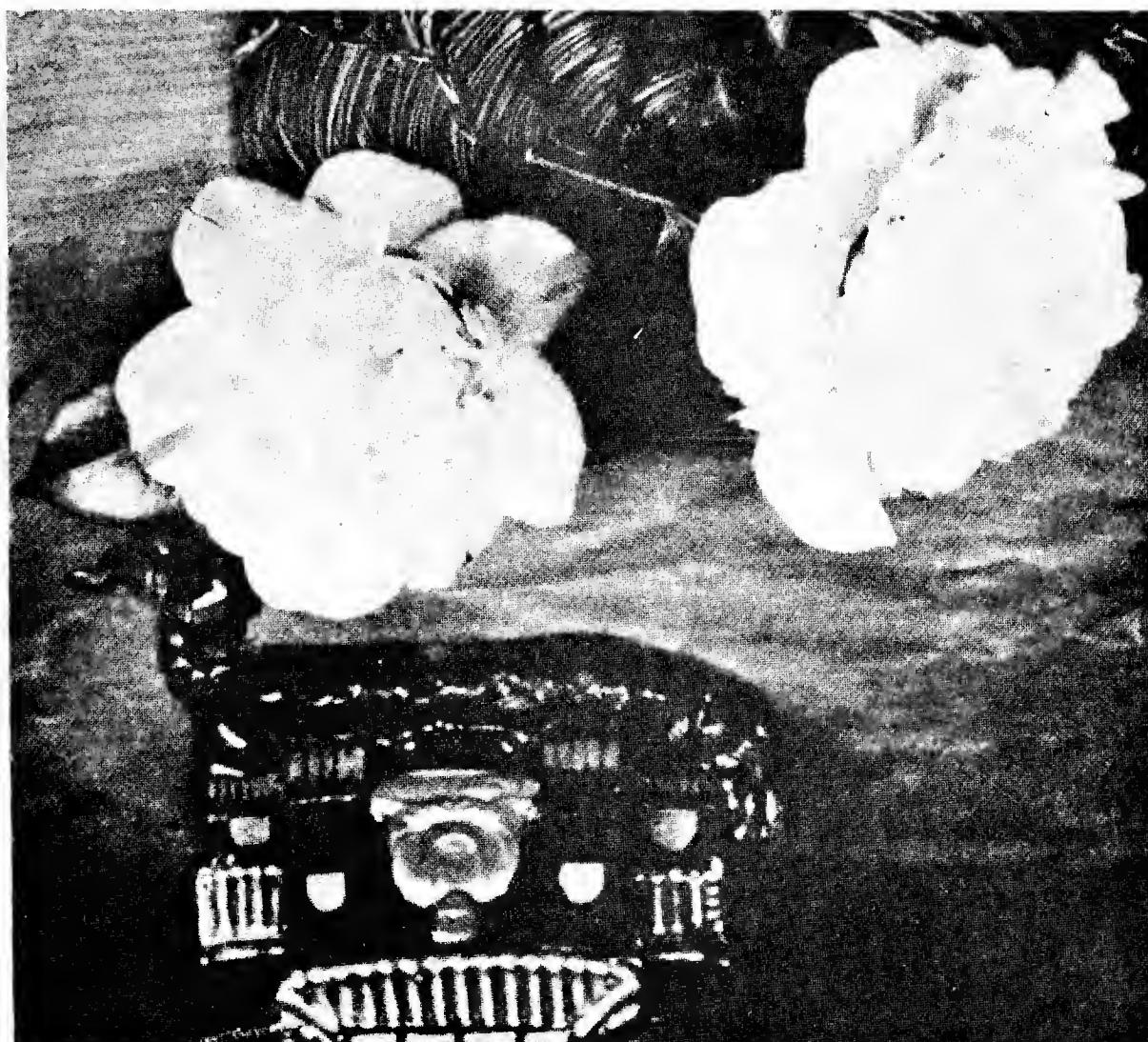
LOT 15, PROF. CHAS. S. SARGENT (See catalogue for description)

3 yr. old, 3" Pot, 18-24" high, slightly branched	\$ 2.00
3 yr. old, 4" Pot, 18-24" high, branched	2.50
6 yr. old, 7" Pot, 30-36" high, well branched	4.00
8 yr. old, 9" Pot, 30-36" high, well branched	5.00
8 yr. old, 9" Pot, 36-42" high, well branched	6.00
8 yr. old, 9" Pot, 42-48" high, well branched	7.00

LOT 18, RED (See catalogue for description)

5 yr. old, 1-Gal. Can, 20-24" high, branched	\$ 2.50
7 yr. old, 9" Pot, 24-30" high, branched	3.00

FAYETTEVILLE, N. C.—The Camellias arrived in the most perfect condition are the healthiest, loveliest plants I have ever received. The blooms on Lot 33 were unharmed, and I am delighted with it.



LOT 24

Another variety we have been unable to identify correctly by name.

Full double white, bomb peony form, with numerous compact petaloids, reminds one of a white anemone.

Flowers 3 to 4 inches in diameter, blooms from 'Xmas thru to March.

It is tolerant to a wide fluctuation in temperature, withstanding sub-freezing while in bud and the buds develop perfect flowers.

Occasionally there is a penciling of pink on the white petals.

6 yr. old, 7" Pot, 42-48" high, branched	\$ 9.00
6 yr. old, 9" Pot, 36-42" high, well branched	9.50

LOT 21, VARIEGATED, (See catalogue for description)

3 yr. old, 4" Pot, 10-12" high, single stem	\$ 1.00
4 yr. old, 5" Pot, 18-24" high, slightly branched	2.00
6 yr. old, 6" Pot, 24-30" high, branched	4.00
6 yr. old, 6" Pot, 30-36" high, branched	4.50

LOT 25, DOUBLE WHITE (See catalogue for description)

5 yr. old, 6" Pot, 24-30" high, slightly branched	\$ 3.75
5 yr. old, 1-Gal. Can, 30-36" high, slightly branched	5.50
6 yr. old, 1-Gal. Can, 36-42" high, slightly branched	6.00
6 yr. old, 9" Pot, 36-42" high, well branched	7.50

LOT 28, PINK PERFECTION (Blooming sizes sold out this season)

LOT 37, LADY HUME'S BLUSH (Genuine. See Catalogue for description)

Only a limited number available. Quotation on request. Our price may seem high, but you can be assured of getting the genuine LADY HUME'S BLUSH from "LONGVIEW" instead of an inferior substitute.

LOT 41, CANDIDESSIMA (See catalogue for description)

3 yr. old, 4" Pot, 12-18" high, slightly branched	\$ 2.00
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CONWAY, S. C.—The Camellias recently ordered from you came in fine condition, and are doing splendidly.



"Longview"

Criction, Ala.



POPE PIUS IX, LOT 26

The original parent plant was imported from France, under this name, some 40 odd years ago.

A full double, with imbricated petals diminishing in size to the center, of excellent form, ranging from 3½ to 4 inches in diameter.

In a distinctly acid soil the flowers are cardinal red. They are lighter color when grown in slightly acid or neutral soils.

Blooms freely December to March; a worth while addition to every Camellia collection.

LOT 26, POPE PIUS IX

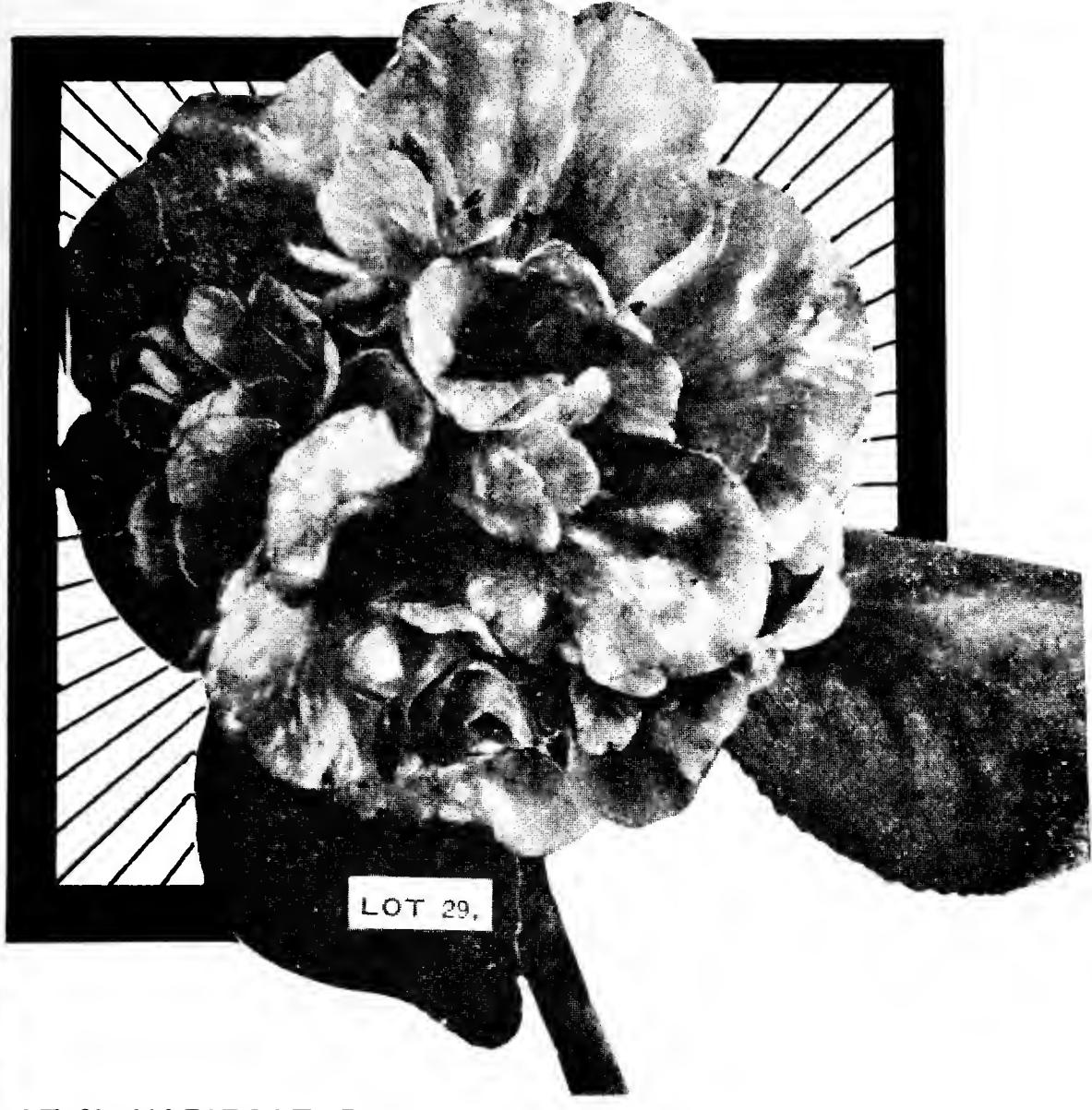
6 yr. old, 7" Pot, 30-36" high well branched	-----	\$ 7.50
8 yr. old, 8½" Pot, 42-48" high, well branched	-----	15.00



NEW ORLEANS, LA.—I was offered yesterday [May 20, 1934] \$25.00 for my POPE PIUS IX (Lot 26) Camellia. This is the plant you sold me for \$4.40 in the spring of 1931. Looks like the value of this Camellia increased 5½ times and that my Camellia investment was the only thing to turn out "depression proof."



ROBT. O. RUBEL, JR.....CAMELLIA SPECIALIST



LOT 29, VARIEGATED

This variety is frequently sold under the name of DONKLARII. We are equally positive this is not the correct name.

Flowers 2½" to 3½" diameter, variegated red-rose and white blotches, with golden anthered stamens interspersed among petals.

Form and structure of individual flowers vary greatly as well as the number of petals. Vigorous grower, blooms freely under wide fluctuation of temperature, over a long period of time. Worth while for its gaudiness and freedom of blooms.

4 yr. old, 5" Pot, 15-18" high, slightly branched	\$ 1.00
4 yr. old, 5" Pot, 18-24" high, slightly branched	1.50
6 yr. old, 1-Gal. Can, 30-36" high, branched	2.50
6 yr. old, 7" Pot, 24-30" high, well branched	3.00
7 yr. old, 9" Pot, 36-42" high, well branched	4.00

LOT 44, PINK (See catalogue for description)

5 yr old, 6" Pot, 24-30" high, slightly branched	\$ 3.50
5 yr. old, 6" Pot, 30-36" high, branched	4.00
8 yr. old, 8½" Pot, 48-52" high, well branched	8.00

LOT 47, VARIEGATED (See catalogue for description)

4 yr. old, 4" pot, 16-18" high, single stem	\$ 1.00
5 yr. old, 6" Pot, 28-30" high, slightly branched	2.50
6 yr. old, 7" Pot, 30-36" high, branched	4.00
8 yr old, 2½-Gal. Can, 36-42" high, specimens	6.00

LOT 50, SNOW ON THE MOUNTAIN (See catalogue for description)

3 yr. old, 4" Pot, 10-15" high, slightly branched	\$ 1.50
4 yr. old, 5" Pot, 16-18" high, well branched	2.00
5 yr. old, 5" Pot, 24-30" high, well branched	3.00
7 yr. old, 7" Pot, 30-36" high, cut back, branched	4.50

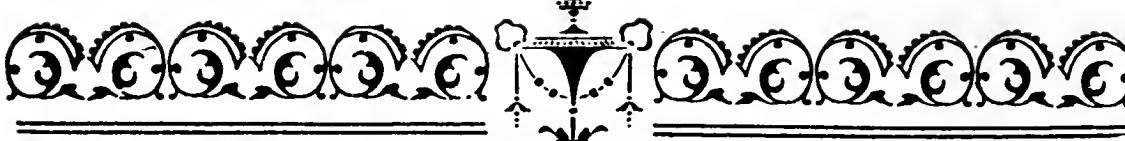
LOT 53, COMPT D'GOMER (See catalogue for description)

4 yr. old, 6" Pot, 16-18" high, slightly branched	1.50
5 yr. old, 1-Gal. Can, 16-18" high, branched	2.00
7 yr. old, 2½-Gal. Can, 20-24" high, specimens	5.00

LOT 54, SALMON-ROSE (See catalogue for description)

3 yr. old, 4" Pot, 10-12" high, single stem	\$ 1.25
3 yr. old, 4" Pot, 12-16" high, slightly branched	2.00
5 yr. old, 6" Pot, 30-36" high, slightly branched	4.50
6 Yr. old, 1-Gal. Can, 36-42" high, slightly branched	5.50
6 yr. old, 9" Pot, 36-42" high, branched	6.00

CANBY, OREGON.—The shipment of Camellias arrived a few days ago, in the very best condition. You are a past-master in the art of packing. Apparently this package could have traveled on around the world and gotten back to you in good condition. They certainly look fine. You surely sent excellent value for the money.



LOT 65

For a pleasing, soft, satiny-salmon, deep pink, this Camellia has an aura of grace and charm that will appeal to every lover of flowers.

The blossoms often have two rose-bud centers, and when full blown, reveal minute golden anthered stamens.

Flowers $2\frac{1}{2}$ to $3\frac{1}{2}$ inches in diameter, develop with ease, during January and February. Tolerate a wide fluctuation of temperature in the winter months.

This Camellia is a symbol of beauty . . . the satiny softness of its texture, the warm enchanting glow . . . is a brilliant example of a worthwhile variety. It will meet the approval of the most fastidious flower buyer.

LOT 65

4 yr. old, 5" Pot, 18-24" high, slightly branched	\$ 3.00
5 yr. old, 6" Pot, 30" high, and larger, branched	4.75
7 yr. old, 7" Pot, 36" high, branched	6.00

LOT 56, PINK (See catalogue for description)

4 yr. old, 5" Pot, 16-18" high, single stem	\$ 2.00
4 yr. old, 5" Pot, 18-24" high, slightly branched	3.00
8 yr. old, 9" Pot, 36-42" high, well branched	7.50

LOT 87, SOPHIA (See catalogue for description)

3 yr. old, 4" Pot, 12-16" high, slightly branched	\$ 2.00
3 yr. old, 4" Pot, 18-24" high, slightly branched	2.50
5 yr. old, 6" Pot, 24-30" high, branched	6.00
6 yr old, 6" Pot, 30-36" high, branched	6.50

LOT 91, ROSE PINK (See catalogue for description)

8 yr. old, 9" Pot, 36-42" high, specimens	\$ 8.00
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RED BANKS, N. J.—The Camellias reached me in perfect condition and I want to express my appreciation of such fine plants and also of the fact that in several instances you sent larger sizes than those ordered.

PLEASE USE THIS ORDER SHEET



MAKE REMITTANCES
PAYABLE TO

Longview, Crichton, Ala
ROBT. O. BUBEL, JR. PROPRIETOR

Camellia Specialist

DATE _____

PRICE LIST NO. _____

NAME _____
WRITE PLAINLY OR PRINT

Street, P.O. Box or R.F.D. No _____

CITY _____ STATE _____

Express or Freight Office _____
(IF DIFFERENT FROM P.O.)

{
— EXPRESS
— FREIGHT
— PARCEL POST

Individual Signing Order _____

MR. MRS. OR MISS

Ship on or about _____ 19 _____ Amt. Encl. \$ _____

Substitution It frequently occurs that special varieties have been in **Yes or No** great demand and stock exhausted early in the season.

We will not substitute unless you ask us, but your money will be returned promptly. Shall we substitute or not? Where the selection of varieties is left to us our customers' interests receive every consideration. In giving this order it is understood that same is subject to stock being sold and no liability is to attach to "Longview" beyond their control preventing delivery of stock that may be contracted for. We give no guarantee other than printed in our Catalog.

QUANTITY WANTED	LOT NO.	SIZE POT	AGE	HEIGHT	NAME OR COLOR	PRICE EACH	TOTAL

USE OTHER SIDE FOR REMARS PLEASE

SEASON 1935-36 - PRICE LIST No. 72R

(Be sure to mention this number when ordering)

Prices in previous lists are withdrawn, due to increased size and age of plants offered. Please do not order from old lists.

For detailed descriptions and illustrations of the Camellias offered in this list see our catalogue, entitled:

"CAMELLIAS" Aristocrats Since Yester-Years.

This is only a partial list of the numerous varieties of Camellias grown at LONGVIEW. Additional offerings will be published in the future. If interested in Camellias mail a post card with your name and address written plainly, asking for "Additional Camellia Lists, as published."

Our Camellias are pot grown. They can be shipped or transplanted any month of the year with safety, and bloom freely because the roots are not disturbed as in the case of field grown plants.

In comparing prices, note these facts: we designate size of pot, age of plants, average height, character of growth. Nothing is left to your imagination.

It pays to select the larger or older plants, since Camellias should not be allowed to bloom until five or more years old. Then, too, older plants establish themselves more quickly, requiring less cultural attention the first season.



Numerous Camellias in Southern gardens, known to be 75 to 150 years old, are still in their prime.

They are "LIFE TERMERS"—priceless heirlooms of a romantic past—with a heritage of their own.

Good varieties of Camellias become prized possessions, whose distinctive flowers awaken a new delight during the dull winter months . . . an investment that endures . . . for those who insistently look for the utmost in richness of investiture.

TERMS: Credit accounts not solicited, but arrangements can be made for the purchase on open account where orders for \$100.00 or more are involved.

All prices are net, f.o.b. Mobile, Ala.

Send deposit of 25% with order, balance C.O.D.

Orders accompanied with full remittance, will be carefully packed in light veneer cases, protected from sub-freezing weather at NO CHARGE FOR PACKING.

TRANSPORTATION: Pot grown Camellias are shipped most satisfactorily by express, with delivery to your door at low cost, because they are handled at 2nd class rate.

WEIGHTS: You can estimate the approximate weight of your order from the following average weights of Camellias in the various sizes listed below:

4"	Pots	3 yr. old	2 1/4	pounds
5"	Pots	4 yr. old	4	pounds
6"	Pots	5 yr. old	6	pounds
1	Gal. Cans	5 or 6 yr. old	8	pounds
7"	Pots	6 yr. old	10	pounds
8 1/2"	Pots	7 or 8 yr. old	17	pounds
9"	Pots	7 or 8 yr. old	19	pounds

Add 20 to 25% for weight of crate.

MAKE REMITTANCES PAYABLE TO

"Longview"

Crichton,

Robt. O. Rubel, Jr., Prop.

Alabama

PHARR, TEXAS.—Your Camellias have come in the most excellent condition. I'm thanking you very much for the way they were packed. I have ordered plants for my garden every year at this time and never have received such nice plants.

OUR GUARANTEE

WE GUARANTEE:

Safe delivery by express, to any state in the union.

WE GUARANTEE:

Each plant free from injurious insect pests and disease.

WE GUARANTEE:

All LONGVIEW Camellias true to name or description, age and grade ordered. Our liability under the foregoing is limited in amount to the original price received.

WE GUARANTEE:

You can not find a larger collection of fine commercial double flowering Camellias anywhere in the entire United States.

WE GUARANTEE:

You will be satisfied with every purchase from LONGVIEW.



IS YOUR GUARANTEE

It is with assurance you can buy "Longview" Camellias. The embossed copper label attached to each plant, with a flexible, seven strand, genuine Monel metal wire cable, is a permanent record and means of identification:

It will serve future generations as a guide for correct identification of each Camellia.

For your protection against substitution, this label represents authority . . . authenticity . . . accuracy as to catalogue description or name, as found in "Longview" literature.

Let this symbol of permanent identification, backed by a reputation in which you can have full confidence, guide you in buying Camellias.

After all, "Longview" leadership in the propagation of fine Camellias, is nationally recognized.

Inevitably, you will buy Camellias . . . and when you do . . . choose "Longview" Camellias, the natural choice of those who have had an opportunity to see the unusually fine plants grown by America's leading specialist.

Just as diamonds are outstanding among stones, "Longview" Camellias are brilliant examples of the best Camellias in America.

Avoid disappointment by selecting Camellias from "Longview."

They are sure to satisfy you.

"Longview"

CRICHTON

ALABAMA,
U. S. A.

Camellia Growers Since 1915

CHICAGO, ILL.—We had such nice success with the Camellia plants that you shipped us last year that I would like to buy a few more of them. They bloomed well last winter and are full of buds now.